

For the
BOOK PERSON



who hates
BOOKKEEPING



HOW WOULD YOU LIKE A SYSTEM THAT:

In your bookstore

Types your orders automatically?

Handles inventory automatically
as books arrive and are sold?

Knows exactly how much
you are going to owe
on books you've ordered?

Keeps track of returnables, so you're
warned about books
that it's time to decide
about keeping?

And types the return letters?

Acts as automatic cash register?

Handles charge accounts?

Helps you juggle your own bills
in bad months?

Whose use can be taught to personnel
in ten minutes?

Is bug? And fail-safe?

Costs under \$5000?

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Dear Ted:

☐ I'll bite. I want to see a demo of the
BIRLIO TECH™ bookstore system,
sometime this fall.

☐ I'll bite. I want to see a demo of the
BIRLIO TECH™ book production system,
sometime this fall.

Name: _____

Address: _____



You've got to be kidding about
Computer Liberation, but I'll bite.
I enclose \$7 for a copy of Computer Lib, postpaid.

ANENT THE PROBLEM OF BOOK PRODUCTION.

Dear friend:

I am both a publisher & computerman.

In putting together my book, Computer Lib, I noticed that the production of books involves bothersome and tedious procedures that should hardly be necessary.

Production of a book should be finished a few hours after the last word is written. The designer and copy-editor should have computer screens to riffle the text through. Hyphenation and epigraphy should be done by talented people with light-pens. Stuff like keeping track of page and footnote numbers should be totally automatic.

A few minutes after a chapter is done, you should have a complete mockup in some easy typeface. For fancier work the system should give you punched tape right away for typesetting machines — or put out whole pages dot-by-dot, including screened photographs and typefaces you designed a few minutes earlier.

My book is a hit, and the second edition is overdue; but I refuse to remake it by antediluvian methods. Hence I am creating my own minicomputer book production system, in cooperation with The Itty Bitty Machine Co. of Evanston, Illinois.

I made my book to please myself but in doing so pleased others. This may happen again. If others like my system they can buy it.

Ted Nelson



Ted Nelson, Publisher
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